MINISTRY OF TOURISM
REPUBLIC OF SOUTH AFRICA

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SOUTH AFRICA WELCOMES 1 MILLION VISITORS IN ONE MONTH

South Africa welcomed 1 020 249 international tourists in October 2026, marking an increase of 10% compared to October 2025. The total number of international tourist arrivals over the first ten months of the year now stands at 9 437 084, representing a 10.2% increase compared to the same period in 2025.

Minister of Tourism, Patricia de Lille, says this sustained growth demonstrates increasing demand for South Africa's diverse tourism offerings.

"With two months remaining in the year, South Africa is well positioned to surpass the record 10.5 million international tourist arrivals recorded in 2025. Our responsibility is to respond to this demand by continuing to attract investment, diversifying our tourism offering and ensuring that more communities across South Africa benefit from the economic and employment opportunities that tourism creates."

During the month under review, tourist arrivals from the African continent increased by 13.8% compared to October 2025, while year-to-date growth stands at 12.3%.

Meanwhile, the United Kingdom has overtaken the United States as South Africa's largest overseas source market. In October alone, South Africa welcomed 39 184 tourists from the United Kingdom and 29 583 from the United States.

These encouraging figures come hot on the heels of the 2026 Wanderlust Reader Travel Awards, where readers voted South Africa the "Most Desirable Destination for Nature & Wildlife", reaffirming the country's appeal as a world-class tourism destination.

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